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AtCor appoints distributors for China and India

AtCor Medical Holdings Limited (ASX:ACG), the developer and marketer of the SphygmoCor[®] system which measures central blood pressures non-invasively, has strengthened its Asian sales network with the appointment of distributors in the People's Republic of China and India. The company has also re-signed distributors in Malaysia and Singapore.

The distributors have been selected and trained to build on the key national cardiovascular reference sites already established directly by AtCor. These include Shanghai Institute of Hypertension at Jiaotong University School of Medicine, the Chinese Academy of Medical Science in Beijing; and the International Centre for Cardiothoracic and Vascular Diseases (Frontier Group) in Chennai, India.

These markets represent a substantial opportunity for AtCor. China has undergone a health transition in line with its economy, with cardiovascular disease and stroke supplanting infectious diseases as major causes of death. According to the American Heart Association, there are 50-60 million high blood pressure patients in China, and coronary heart disease is the leading cause of death in urban areas¹. In India, surveys indicate about 950,000 annual deaths from cardiovascular diseases, but the actual figure may be at least twice as large².

“China and India are effectively new markets for AtCor” said AtCor Medical chief executive officer Duncan Ross. “Together, these countries have approximately 40 per cent of the world's population. Increasing affluence has led to a demand for higher standards of health management and greater focus on preventative medical care. The new distributors provide a means for AtCor to access and penetrate these important markets.”

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¹ American Heart Association, <http://www.americanheart.org/presenter.jhtml?identifier=2572>

² American Heart Association, <http://www.americanheart.org/presenter.jhtml?identifier=2570>